

to ensure involvement in resource decision making by citizens who would not normally become directly involved. Results of this project should facilitate development and implementation of the Comprehensive Conservation Management Plan.

Phase I examined basic attitudes and knowledge about the Albemarle-Pamlico Estuarine system held by the general public in the A/P study area. Public attitudes about the importance of the A/P system resources were evaluated. We determined respondents' uses of the water resources and fisheries of the Albemarle-Pamlico Estuarine system for recreation. Questions also examined how the public feels about conflicting uses of the Albemarle-Pamlico Estuarine system for specific purposes (e.g., recreation vs. development). Awareness and recognition of water quality problems were assessed. We determined the extent of concerns related to different water resources. We assessed respondents' attitudes regarding the causes of water quality problems. They were asked to rate the relative severity of different pollution sources (e.g., agriculture, industry, municipal waste treatment, and septic systems). We also determined how well the public understands and appreciates the consequences of water quality problems. The first year survey also included an assessment of respondents' awareness and knowledge, including public awareness of the Albemarle-Pamlico Estuarine Study and other government programs. Finally, we analyzed respondents' use and evaluation of different information sources.

Phase II of this project (reported here) extends the first year's work to determine how the resources of the A/P system should best be managed. We asked about a wide range of alternative strategies for controlling the problems that have been identified. An important focus in Phase II was to determine the attitudes of the general public and public officials regarding support for alternative management strategies to protect the natural and human resources in the A/P system. During the second phase, we worked with our advisory committee to develop fifteen different management alternatives that cover the range of possible actions that could be taken. We also determined attitudes about the roles of various interest groups in managing the A/P system. Along with evaluation of these specific management alternatives, these results also assessed individual's own willingness to pay for water quality protection, through a variety of alternative payment mechanisms. We assessed the general types of behavioral changes individuals would be willing to make. Finally, we determined attitudes about what public policy changes should be made to manage the Albemarle-Pamlico Estuarine system.

The final report for Phase I contained a review of related literature from other Estuary projects and related research studies. It also presented our general theoretical orientation. For brevity, we will not repeat that information here. The interested reader can consult the Phase I final report available from the Albemarle Pamlico Estuarine Study ("Public Attitudes Toward Water Quality and Management Alternatives in the A/P System: Phase I Report II).